

### **REMARKS**

Claims 17-28 are currently pending in this application.

Claims 17-22 stand rejected under 35 USC 101 for allegedly being directed toward non-statutory subject matter. In addition, Claims 17-28 stand rejected under 35 USC 102(b) as being anticipated by U.S. Patent Publication No. 2002/0042733 to Lesandrini et al. Applicant will argue the inapplicability of these rejections to the amended claims.

Independent claims 17 and 23 have been amended to recite that the advertisement has “a plurality of features” and a computer in the communications system “generates a request” and “generates at least one question”. It is respectfully submitted that the added features overcome the rejection under 35 U.S.C. 101 and also overcomes the rejection of the claims in view of Lesandrini et al.

In view of the above, it is respectfully submitted that amended independent claims 17 and 23 are not anticipated by Lesandrini et al. Furthermore, it is respectfully submitted that dependent claims 18-22 and 24-28 are also not anticipated by Lesandrini et al. for at least the reasons set forth above.

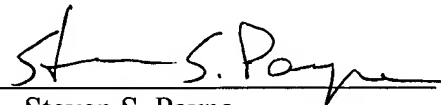
In view of the above, it is respectfully submitted that the application is now in condition for allowance. Prompt notice of same is earnestly solicited. If the Examiner believes that a telephone interview may expedite the prosecution of the Application, the Examiner is invited to contact the below attorney at the indicated telephone number.

Respectfully submitted,

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Date: September 17, 2010

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